Fact Sheet Inside

Hands On

The Newsletter of the American Massage Therapy Association®

Volume XVI, Number 4 July/August 2000

Upcoming Annual Convention Creates Powerful Synergy

Experience the power and transformational effect of AMTA's synergy at the 2000 National Convention in Phoenix, which runs September 20-24. If you are looking for a variety of continuing education opportunities, there is something for everyone.

Choose from 16 continuing education courses instructed by talented and creative experts, and earn up to 12 category-A continuing education units (CEUs). Additional professional growth opportunities will be available through AMTA Foundation and Commission on Massage Therapy Accreditation (COMTA) specialty training workshops. The National Committee Hearings and Presentations will provide an excellent source of information to attendees about current trends in massage therapy. Award-winning composer Steven Halpern will deliver the convention's keynote address.

New to the convention this year are two special learning opportunities: Massage Emergency Response Team (MERT) Training and a unique lineup of classes called Early Ed'tions. These Early Ed'tions courses will be offered at no extra cost, and will give attendees another way to earn additional CEUs. Be sure to take advantage of this outstanding value.

The national convention also is a great occasion to network with colleagues, renew old friendships and create new ones. Get ready to show your spirit at the Southwestern-style social events and discover new massage therapy tools and resources at the Exhibits Marketplace.

Since class size is limited, advance registration is encouraged. For registration information, contact the Meetings and Education Department at 847-864-0123, ext. 143, or visit [www.amtamassage.org/education/regform2000.htm].

"Take Time For Massage" Is NMTAW 2000 Theme

Start making plans for AMTA's National Massage Therapy Awareness Week (NMTAW) 2000, the week of October 22-28. This year's theme is: **"Take Time For Massage."**

This theme is a call for action. It doesn't just tell people massage has benefits, it encourages them to make that extra effort and take time to care for their health through massage. This is a strong message for a society that is overworked, stressed and not paying enough attention to its health.

AMTA's national consumer surveys repeatedly show Americans understand that massage has therapeutic value, and can be of great benefit to their health. We want them to **"Take Time For Massage"** to receive those benefits.

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AMTA MERT Responds To Members

The AMTA Massage Emergency Response Team (MERT) program is set to roll out at the 2000 National Convention. The AMTA MERT Committee has been fine-tuning the program's training materials, and preparing a schedule to include trainings at regional and chapter events.

MERT training will prepare massage therapists for professional deployment during emergencies and disasters. The MERT Committee has created a formal program that offers a framework of guidelines and safety measures, all within a structured chain of command.

MERT regions provide the same coverage as the Federal Emergency Management Agency (FEMA) regions. There are 10 regions encompassing the United States, and each will be assigned a MERT member to serve as its regional representative.

Within those regions, each chapter will appoint chapter coordinators and team leaders who will develop and train the chapter teams, and work closely with their regional representative. The chapter coordinator and team leader training will be offered at the convention for a one-time fee of $45.

The MERT Committee will provide policies and procedures to assist chapters in carrying out the highly-visible community outreach program.

Members who are interested in becoming part of this rewarding program are encouraged to contact their chapter office. Or, contact **Erica Lind (WA)**, MERT committee chair, at *imasg4u@earthlink.net* or Andrea Brady at 847-864-0123, ext. 156.

COMTA News

During its April meeting, the Commission on Massage Therapy Accreditation (COMTA) granted accreditation to the following schools: Atlanta School of Massage, Atlanta, Georgia; Carlson School of Massage, Anamosa, Iowa; and East-West College of Healing Arts, Portland, Oregon.

COMTA will sponsor a free workshop during the 2000 AMTA National Convention for attendees who are interested in becoming on-site evaluators.

For more information about this workshop, contact Bolanle Kadiri at 847-869-5039, ext. 140, or at *bkadiri@inet.amtamassage.org*.

COMTA
Commission on Massage Therapy Accreditation

Fact Sheet Enclosed

The *Demand For Massage Therapy* fact sheet, located between pages four and five of this issue, is the perfect tool to increase public awareness of massage in your area and promote your practice. Feel free to photocopy it, so long as you include the copyright note on the bottom of the last page.

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Upcoming Deadlines

July 3, 2000
(Sept./Oct. Issue)

Sept. 1, 2000
(Nov./Dec. Issue)

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation, or physical handicap.

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President's Letter

The 2000 National Convention

As an AMTA president-elect, you have the honor and choice to chair the Convention Planning Committee (CPC) for the convention that occurs while you are president. If the president-elect doesn't desire to take on this role, he or she can appoint a person with the Board of Director's approval. When I became president-elect, I accepted the role to serve as convention planning chair, and have been working diligently with the committee since summer, 1999, preparing for the 2000 National Convention in Phoenix.

The Phoenix CPC consists of a member from both the Education and Meeting Planning committees, a host chapter representative, as well as a board member or committee chair who can take over the duties of the chair during convention. The committee also receives great assistance and direction from staff.

The CPC's only meeting is face-to-face at the National Office, where the committee focuses on ideas for themes, educational and social events, graphics, exhibits and room choices to host these events. During the following year, the committee meets via conference calls to select educational presenters and listen to the Education Committee's input about the convention theme, time slots for all presentations and events. During this time, the host chapter researches for exciting special events, and brings those ideas to the group for a final consensus.

The theme for the 2000 National Convention in Phoenix, **"Creating Synergy Through Warmth, Healing And Spirit,"** was chosen to encompass both a global theme and a self-healing theme. All educational sessions and social events were chosen to fit into the themes, along with the idea of having fun in the warmth and spirit of the desert.

As at all national conventions, very exciting events occur. This year, the AMTA Foundation is scheduled to present poster sessions, and sponsor an excellent post-convention workshop. Prior to the start of the convention, there will be the scheduled board meeting, Chapter Presidents Council, the Event Sports Massage Specialty Examination and the House of Delegates meeting. I am very honored and excited to announce that the AMTA Massage Emergency Response Team (MERT) Committee and regional representatives will offer the first chapter coordinator and team leader training. Please be sure to read more about this on page 2.

A special Federation Panel Presentation also will take place during the convention. For the first time, representatives from the organizations of the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations will present, "Self-Healing For Upper Body Restrictions." Federation members include: AMTA, American Oriental Bodywork Therapy Association™ (AOBTA), American Polarity Therapy Association (APTA), Feldenkrais Guild® of North America (FGNA), Trager® Institute and Rolf Institute. Federation representatives meet twice a year, but their presentation at the convention will be the first of its kind.

As we prepare for the national convention in September, it's exciting to witness the amount of energy and enthusiasm from so many volunteers, the host chapter and staff. I suggest that anyone who is interested in learning more about this event, should contact the Meetings and Education Department at 847-864-0123, ext. 143, and request convention information.

Maureen A. Moon

Maureen A. Moon
(formerly Maureen A. Miller)
President, AMTA

Important Reminder For Associate Members

Associate members have three years to upgrade their membership from Associate to Professional status. The first year of a three-year Associate membership starts with the year when the Associate member joins AMTA.

There are no exceptions or extensions to this policy. Remember, you can upgrade your membership at any time before your third renewal. Upgrading is easy. Submit **one** of the following forms of documentation, along with the appropriate membership dues:

- Proof of graduation from a Commission on Massage Therapy Accreditation-accredited program or AMTA Council of Schools member school program of at least 500 hours;
- A valid license from: Ala., Ark., Conn., Del., Fla., Iowa, La., Md., Neb., N.H., N.M., N.Y., N.D., Ohio, Ore., R.I., S.C., Tenn., Utah, Va., Wash., W.Va. and Wis., as well as Ontario, Canada, and the city of Tucson, Ariz.;
- A certificate indicating a passing score on the National Certification Examination for Therapeutic Massage and Bodywork.

If you don't currently meet any of these Professional membership qualifications, begin today to obtain one. Upgrade and take advantage of exclusive benefits for Professional-classification members.

Please direct questions about your membership status to Member Services at 847-864-0123, or at info@inet.amtamassage.org.

If you joined as an Associate-classification member in:	You must upgrade to a Professional-classification member in:
1997	2000
1998	2001
1999	2002
2000	2003

Revised Code Of Ethics Approved

The Behavioral Guidelines Special Committee of the Ethics and Standards Committee presented a revised Code of Ethics and Behavioral Guidelines to the AMTA Board of Directors in February, which it approved. The new Behavioral Guidelines, which define the Code of Ethics, are available at the National Office.

AMTA Code Of Ethics

Massage therapists shall:

1) Demonstrate commitment to provide the highest-quality massage therapy/bodywork to those who seek their professional service.
2) Acknowledge the inherent worth and individuality of each person by not discriminating or behaving in any prejudicial manner with clients and/or colleagues.
3) Demonstrate professional excellence through regular self-assessment of strengths, limitations, and effectiveness by continued education and training.
4) Acknowledge the confidential nature of the professional relationship with clients and respect each client's right to privacy.
5) Conduct all business and professional activities within their scope of practice, the law of the land and project a professional image.
6) Accept responsibility to do no harm to the physical, mental and emotional well-being of self, clients and associates.
7) Refrain from engaging in any sexual conduct or sexual activities involving their clients.

Revised: February 25, 2000

AMTA Foundation Update

The AMTA Foundation will sponsor several events during the 2000 AMTA National Convention. Here's a preview:

Massage Therapy Research Poster Session

AMTA Foundation research grant recipients, along with other massage therapy researchers, will display presentation boards with materials such as photographs, charts and diagrams to describe their research studies. An informal discussion about the research will be held.

Grant Writing Workshop

At the AMTA Foundation Grant Writing Workshop, convention attendees can learn more about the granting process through the foundation's three granting areas: research, community outreach and educational scholarship for students and faculty. The two-hour workshop will explain each grant's purpose, submission requirements, the application procedure and the criteria used in the evaluation process.

This session is highly recommended for anyone considering applying for funding from the foundation.

Post-Convention Workshop To Benefit Foundation

John Latz, president and founder of the Institute for Structural Integration, will conduct a 12-hour post-convention training program to benefit the foundation. His workshop, "Connective Tissue For The Back, Neck And Shoulders," will teach innovative and dynamic body mechanics to accomplish myofascial release. Latz remarked, "This is an ideal way for me to help contribute to the foundation's ongoing work."

If you are interested in attending this post-convention workshop, contact the Meetings and Education Department at 847-864-0123, ext. 143. Or, register online at [www.amtamassage.org/education/regform2000.htm].

Web Site News

Massage Room Debuts With Special Features

Take a break and enter the new AMTA Online Massage Room. Just click the top link in the left-hand column on AMTA's home page. Visitors will be taken to a world of animation, music and more such as:

- A stress test to determine if the help of a professional is needed;
- Library of articles about stress and massage fills the room's online bookshelves;
- The "Massage Tip of the Week."

This new room will attract consumers, too, and encourage them to link to AMTA's Find A Massage Therapist[SM] national locator service.

Other new features exclusive to members can be found at the "What's NEW!" heading in the Members' Section. Members can link to a special offer for software that builds Web sites in only one to two hours. If you already have a Web site, consider adding a link to the online member, chapter and school Web site directories, or pick up a banner link to the national locator service.

There's also a Real Estate Rebate program for Professional-classification members. If you are planning to move, read about this offer first, and save 20 percent.

www.amtamassage.org
user ID: friction
password: biceps

Election News

Nominating Process Clarified

The Commission on Nominations would like members to have a good understanding of how the nomination process works. Therefore, the commission has prepared these answers to commonly asked questions.

What does the commission do?

The commission is elected annually by members to nominate one candidate for each office open for election.

How do candidates get on the ballot?

Eligible candidates who submit a valid application by the deadline have the option of appearing on the ballot. Candidates who are nominated by the commission also are placed on the ballot.

Election Timeline

August 1:
Election Packets are mailed to eligible voters.

September 1:
Completed ballots due.

September 20–24:
Election results are announced at the AMTA National Convention in Phoenix.

September 24:
New officers assume office at the close of the convention.

January 2, 2001:
New call for candidates is issued; cycle begins for the 2001 elections.

The commission may ask a member to submit a candidate application after the deadline. This ensures that at least one candidate will be running for each office in the event nobody applies to run by the deadline. This also allows the commission to find another candidate if it isn't satisfied with the candidates who applied for a particular office.

Are there any limits placed on the commission's solicitation of additional candidates?

Yes. If the commission asks someone to submit an application after the deadline, but later decides not to choose that person, then that person doesn't have the option of having his or her name placed on the ballot. This safeguard prevents the nominating group from manipulating the ballot. It also allows the commission to invite applications without concern that someone who was invited to apply after the deadline, but not chosen, may potentially end up on the ballot.

Why is there sometimes only one candidate for an office on the ballot?

This happens when only one candidate applies, or when nobody applies and the commission must find a candidate. The commission's job isn't to make sure that there is competition for every office. It's better for the democratic process to let members, by their individual decisions whether to run, determine if there will be multiple candidates for an office.

Why does the commission nominate only one candidate per office?

Ideally, voters carefully consider each candidate; but realistically, members may not have the time or resources to do it. Therefore, on behalf of the members by virtue of election, the commission evaluates candidates' applications, interviews candidates if needed, and nominates a person it considers the best available candidate. The commission's choices are recommendations to supplement the other information members have to consider. The voters are then free to make their own choices.

Members of the 2000 Nominations Commission include: ***Garnet L. Adair (AZ), Claude Gagnon (WI), Elliot Greene (MD), Sharon Marden Johnson (ME),*** *and Nominations Chair* ***E. Houston LeBrun (WA).*** *For more information about the nomination process, contact LeBrun at 206-320-1021, or at Hands2000@aol.com.*

Election News

Avoid Ballot-Marking Mistakes

In the democratic election process, every vote is precious. In previous AMTA elections, there have been too many mismarked ballots. This year, make your vote count. Please review these most common mistakes that can occur when casting votes, and then compare your completed ballot to the correctly marked sample shown in Figure 4. Mail ballots will be mailed to all Professional-classification members in August.

Incorrect Examples

Figure 1. All the "bubbles" are filled in for just one candidate. The ballot counts in the first round of voting, but is eliminated in the second and third round.

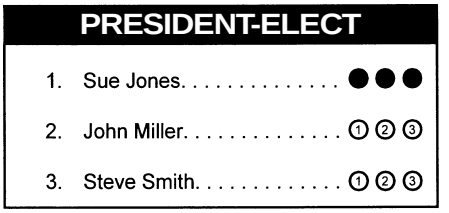


Figure 2. One candidate is chosen correctly for the first choice, but two candidates are chosen for second and no one is marked for third choice. It's impossible to determine the correct candidate for the second and third choice, so the vote isn't counted beyond the first round.

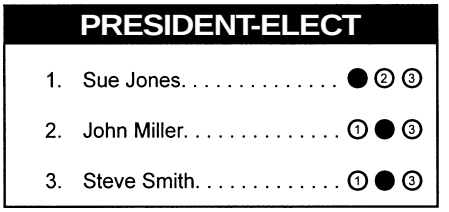
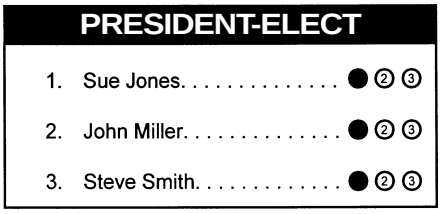
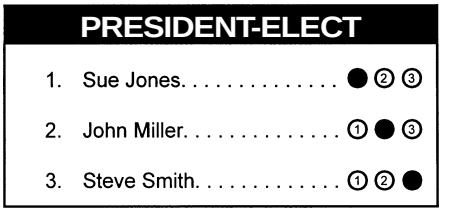


Figure 3. All candidates are chosen as number one. This ballot is invalid because the first choice can't be determined.



Correct Example

Figure 4. This is a properly marked ballot. Each numbered "bubble" is chosen only once.



Board Highlights

The AMTA Board of Directors convened in April via conference call for its second meeting of the year. The Education Committee led a discussion on educational benefits and received feedback from the board about distance learning.

Puerto Vallarta, Mexico, was chosen as the site for the 2001 Specialty Retreat and Missouri was selected as the next site for an AMTA National Learning Center. The board also approved the continued development of the AMTA Massage Emergency Response Team (MERT) program that will formally roll out at the 2000 AMTA National Convention.

How To Contribute To *Massage Therapy Journal*

If you have an original article that covers the field of massage therapy, and would like it considered for possible publication in *MTJ*, simply mail it to the address below. Or, if you have a story idea, send a query letter to Editor Mike Schwanz. Simply outline your idea in two or three paragraphs, emphasizing how it would benefit *MTJ* readers. *MTJ* is looking for a variety of topics, such as massage research and business-building tips.

Send materials to:

Mike Schwanz, Editor
Massage Therapy Journal
820 Davis St., Suite 100
Evanston, IL 60201-4444
847-864-0123, ext. 144

Calendar

Regional & National Events

2000

July 14–16

AMTA National Learning Center
Ypsilanti, MI
Contact: 847-864-0123, ext. 143

August 11–13

AMTA Council of Schools Teachers Conference
Pittsburgh, PA
Contact: 847-864-0123, ext. 143

September 20–24

AMTA National Convention
Phoenix, AZ
Contact: 847-864-0123, ext. 143

October 22–28

National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

2001

January 17–20

AMTA Council of Schools Annual Meeting
Huatulco, Mexico
Contact: 847-864-0123, ext. 150

October 17–21

AMTA National Convention
Quebec, Canada
Contact: 847-864-0123, ext. 143

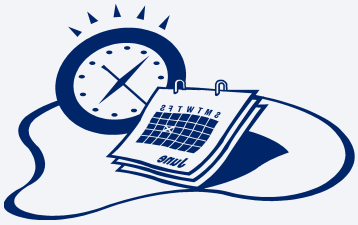
October 21–27

National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

2002

October 2–6

AMTA National Convention
Portland, OR
Contact: 847-864-0123, ext. 143



Take Time For Massage

(Continued from page 1)

The National Office will provide chapters, COMTA-accredited schools and AMTA school members with information and materials to conduct local and statewide publicity efforts. That information also will be available to all members within the Members' Section of the AMTA Web site. In addition, the National Office will promote NMTAW to national news media, post local AMTA events online and help chapters respond to media inquiries.

The collaborative efforts of chapters, practitioner and school members, and the National Office have demonstrated that NMTAW is an important tool in educating the public about the efficacy of massage and the quality of AMTA massage therapists.

Correction

In the previous issue, the phone number and Web site for Penny Wise Office Products were listed incorrectly. The company can be reached at 800-942-3311 or at [www.penny-wise.com].

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